

# Fremont Bike Share

Program Update  
BPTAC Presentation, October 16, 2019



# Program Overview

- City issued permit to Hopr
- Official launch – August 5, 2019
- Hybrid “dockless” system
- Permit for 250 bikes



# MEMBERSHIP

As of Sept 30, 2019

## Members By Pass

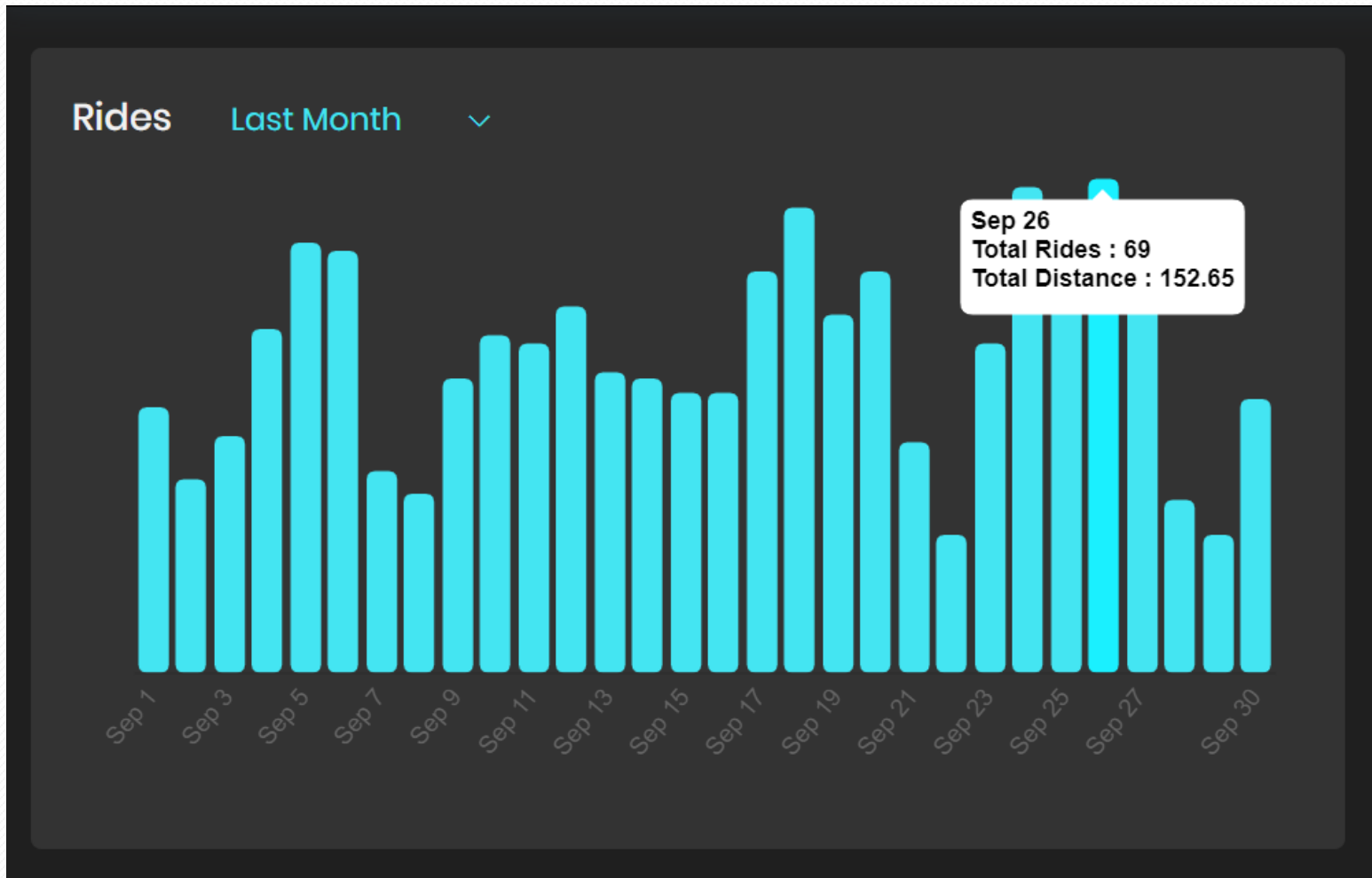
Pass/Members	New	YTD	Net Gain/Loss	Active
No Plan	851	2396	0	0
Pay As You Go	270	810	270	338
365 Day Pass	28	42	28	28
HOPR Demo	0	13	-13	0
30 Day Pass	2	6	1	3
Total Members	1151	3267	286	369

## Members Trips By Pass

Pass/Trips	0	1 - 5	6 - 10	11 - 20	21 - 30	31 - 40	41 - 50	51 - 100	+100
30 Day Pass (HOPR BIKE)	0	2	3	2	0	0	1	0	0
365 Day Pass (HOPR BIKE)	7	16	4	4	1	2	0	1	0
Pay Per Ride (HOPR BIKE)	0	309	21	5	0	2	0	1	0
Total Trips	7	327	28	11	1	4	1	2	0

# RIDERSHIP

September 2019



# TRIPS

September 2019

Total Trips	Avg Weekday Trips	Avg Weekend Trips	Total Distance mi	Total Holds	Total Reservations	Total Out Of System	Total Utilization Rate
1,281	33.70	9.00	1554.91	0	65	4	0.25

## Trips By Pass

Pass	Qty	Qty(%)	Unique
Pay Per Ride	905	70.65 %	338
365 Day Pass	277	21.62 %	28
30 Day Pass	99	7.73 %	8
	1281	100.00 %	374

# TRIPS continued...

September 2019

## Trips Stats By Pass

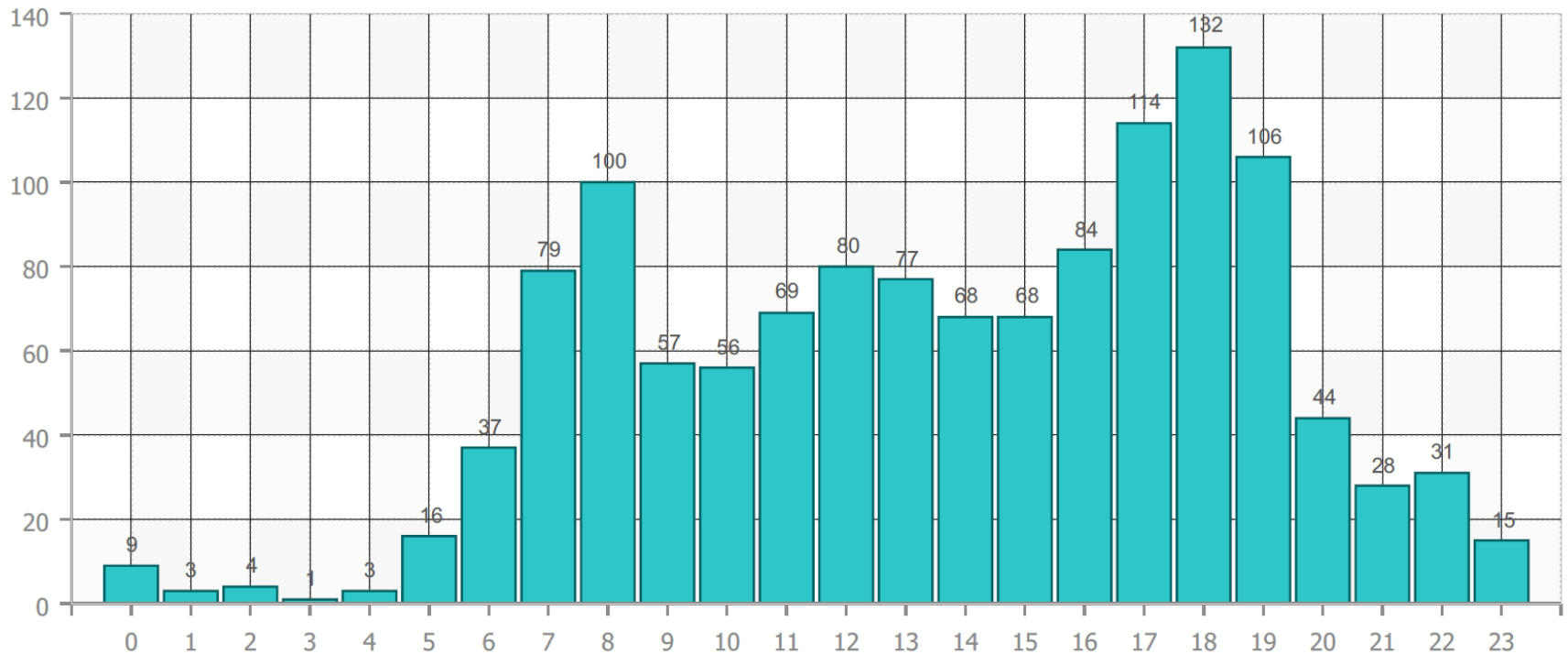
### Bicycle

Pass	Qty	Total Distance mi	Avg Distance mi	Total Time hh:mm	Avg Time mm:ss	Total Calories Burned KCal	Total Carbon Offset KgCo2
Pay Per Ride	905	1,097.14	1.21	240:32	15.00	52.33	87.22
365 Day Pass	277	328.43	1.19	48:18	10.00	15.67	26.11
30 Day Pass	99	129.34	1.31	27:21	16.00	6.17	10.28
	1281	1,554.90	3.7	316:11	13.67	74.17	123.61

# TRIPS continued...

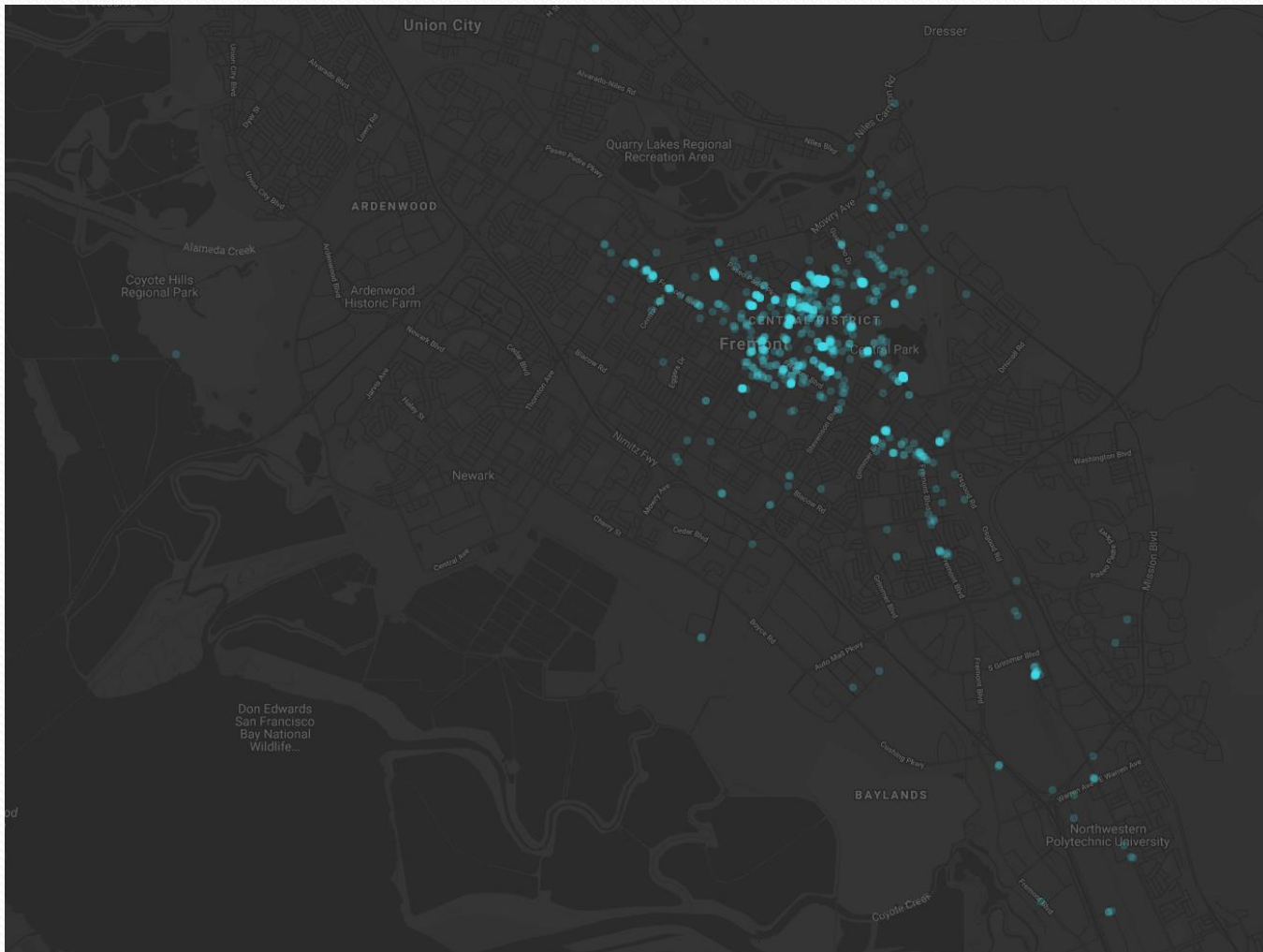
September 2019

## Trips By Time Of Day



# TRIP STARTING POINTS

September 2019





# TRIP STARTING POINTS

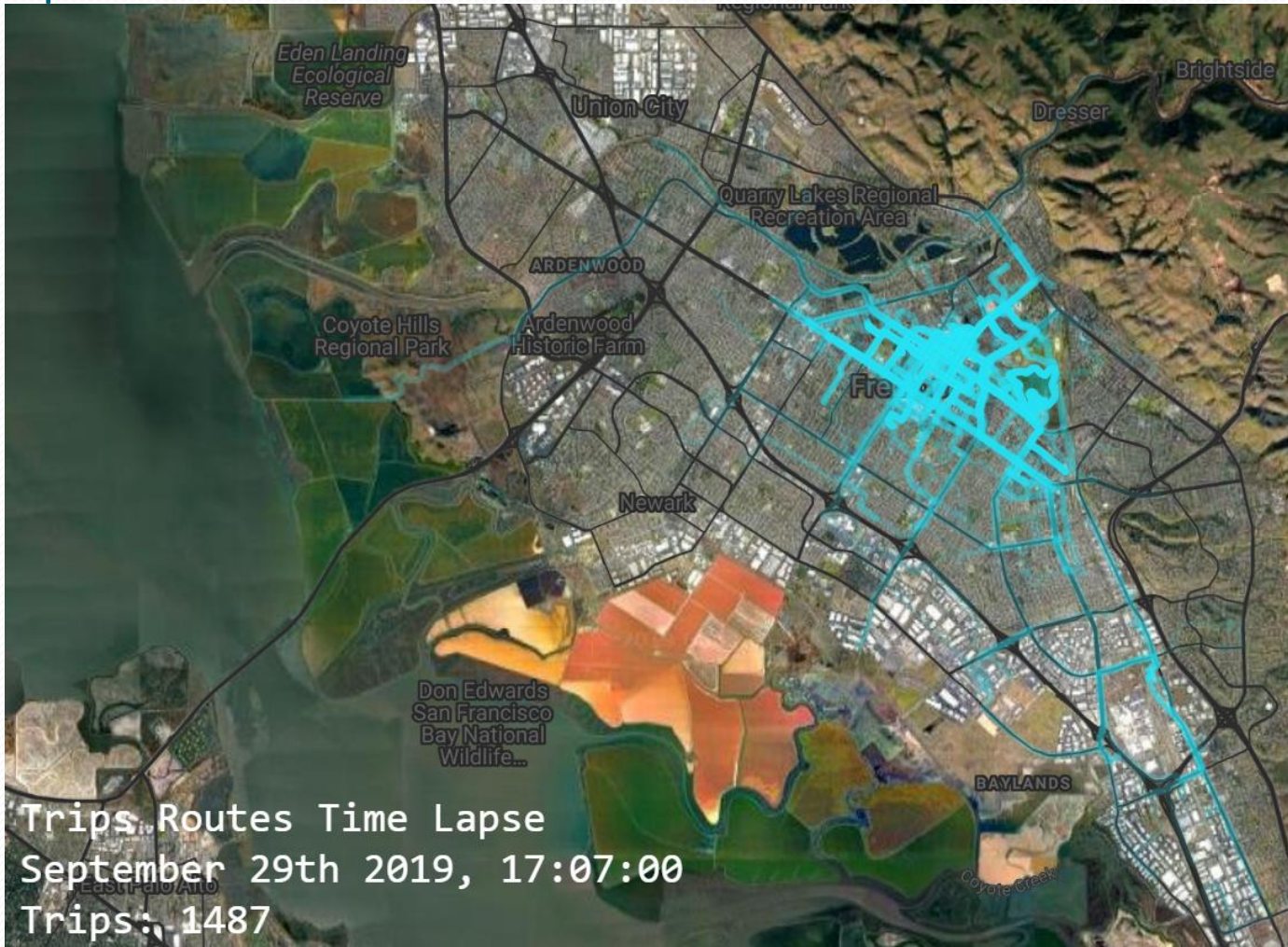
September 2019





# TRIPS ROUTES DENSITY PLOT

September 2019





# TRIP START & END HEAT MAP

September 2019



# HUB UTILIZATION

September 2019

	Rides	Percentage
Hub to Hub	176	14%
Hub to Out of Hub	365	29%
Out of Hub to Hub	203	16%
Out of Hub to Out of Hub	520	41%

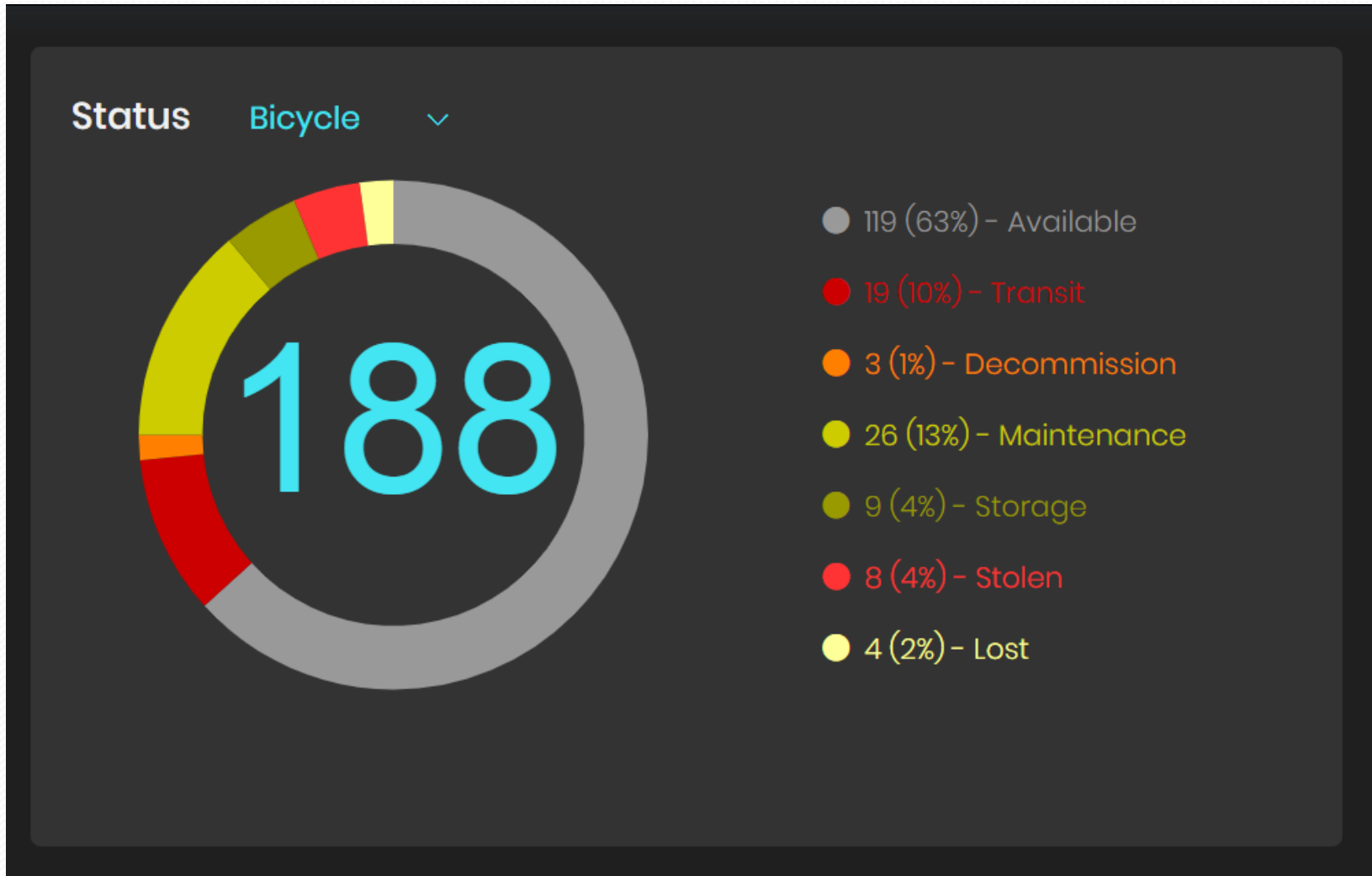
# HUB PERFORMANCE

September 10 – October 13

Name	Rentals		
	Total	Out	In
Development Services Center	123	63	60
Fremont BART Northwest	102	55	47
Fremont BART - NW	94	54	40
Skate Park	78	40	38
Fremont BART - SW	73	35	38
Leslie/Bidwell	62	39	23
Guardino Dr	59	35	24
Fremont BART - E	49	27	22

Name	Rentals		
	Total	Out	In
Sundale/Trinity	40	25	15
Civic Center/Washington Hospital	34	28	6
Civic Center/Kaiser	34	23	11
Fremont BART East	32	14	18
Kearney/Palo Alto Medical	31	15	16
Hub - East	30	17	13
Sailway	28	20	8
Hub - South	26	17	9
City Hall, Liberty	25	17	8

# BICYCLE STATUS



# CUSTOMER SERVICE

- August 2019 – 100 inquiries (to HOPR)
- September 2019 – 61 inquiries
- Majority concern billing, account management, issues unlocking bikes or ending trips
- Fewer than 10 calls or emails directly to City staff



# PROMOTION & OUTREACH

- Transit station tabling (week of July 22)
- Table at Fremont Festival of Arts
- Bikes present at Niles Canyon Stroll and Roll
- Local media coverage
  - East Bay Times (August 21)
  - Tri City Voice (September 3)
- City Employee Pass





# NEXT STEPS

- Refine hub locations
- Pursue additional employer memberships
- Consider additional bikes
- Consider e-bikes and e-scooters
- Pursue Clipper integration

